

WTVQ TV is like many local TV in America committed to serving the public interest. We devote over 20 hours a week to produce local news. In addition we break into programming whenever necessary to deliver information on severe weather or other important news. In fact in June of 2004 we told viewers about potential tornados when the National Weather Service had not issued a tornado warning for Fayette County. That night an F-3 Tornado hit destroying 150 homes and several viewers called us afterwards to tell us we saved their lives. While thankfully those example are rare, it occurred in part because we have invested several hundred thousand dollars in recent years in weather technology to better serve our viewers in the Central Kentucky DMA.

We also participated in a market-wide community ascertainment last December from which came a list of 10 primary community issues. Since then we have devoted untold man hours investigating and reporting on these issue in our news.

As further evidence of community service each year we offer free airtime to candidates for national or statewide office. This is common practice among Media General TV stations. This fall we have had candidates for the 4th and 6th congressional district delivering their statements on TV. In addition we extended the offer to the candidates for the US Senate. The only candidate to turn down our offer is US Senator Jim Bunning.

Each year we also participate in over 20 community events that help provide free entertainment and events to area residents working with Parks & recreation departments. As part of this community outreach we also have held events that have benefited the Special Olympics, March of Dimes, Muscular Dystrophy, and Volunteers of America to name a few.

We also run Public Service announcements each month, this year we will run over 6,000 PSA's many of them carrying messages produced by the government.

Please don't let the irresponsible actions of a few taint the majority of TV stations who do in fact operate in the public interest.

Mark D. Pimentel
VP & General Manager WTVQ TV